

Why Women Sport Coaches Matter: The Evidence

- ✓ Same-sex and same-identity role models matter
- ✓ Successful women help counter negative effects of stereotype threat
- ✓ Challenges gender stereotypes about leadership, for both males and females
- ✓ Empowers girls & women on their path to leadership: shows them how to speak, act & move
- ✓ Inspires and helps emulate achievements of other women
- ✓ Effects self-esteem, self-efficacy, self-perceptions positively
- ✓ Provides insight & advice from perspective of women
- ✓ Includes diverse perspectives in workplace
- ✓ Creates sense of belonging
- ✓ Improves organizational health
- ✓ Attracts & retains diverse talent: Diversity begets diversity
- ✓ Provides visibility—"she can't be what she can't see"
- ✓ Provides proof that coaching is a viable career pathway
- ✓ Reduces likelihood athletes will be sexually abused
- ✓ Reflects reality: Female athletes should proportionately see people like them
- ✓ Reduces negative psychosocial & occupational outcomes for women (the ↑ % of women = ↓ negative outcomes)
- ✓ Influences choice for women to go into, STAY and persist in coaching
- ✓ Affords sustained interaction: Coach-athlete relationships develop over time, which ↑ positive outcomes
- ✓ What is good for women is good for everyone!™

